



*the one
best way
to set headlines,
hand lettering
and even
short body copy
by photocomposition*

PRO+type

PHOTO-DISPLAY TYPE

*25,000
type styles & sizes
...world's largest
type library!*

THIS IS **PRO***type*

...and there isn't a photocomposition system in the world that sets display type faster or better!

Take a stopwatch...clock the time it takes to set a line of Prototype against the time it takes with any other display photocomposition system. Prototype finishes first...and best...every time!

ProFonts produce the *sharpest, clearest* display type you can get by any method, bar none! That's because each character is in perfect alignment, and is always in complete and total contact with the paper or film being exposed. With ProType, you can do any kind of spacing—*justify, letter space, word space, kern your letters, jumble them, mix different type faces and sizes in the same line!* Whatever you do, the result is always the same: you get the sharpest, blackest, most perfect type possible!

HERE'S HOW YOU CAN USE

PRO*type*





booklets, folders, etc.



house organs



posters-presentations



ads-layouts



AMONG THE THOUSANDS OF PROTYPE USERS ARE:

1. Printers and Lithographers
2. Typographers
3. Newspapers and Shoppers Guide
4. Small Publications
5. Letter Shops
6. Direct Mail Service
7. Art Studios
8. Captive Print Shops
9. Social Engravers
10. Advertising Agencies
11. Silk Screen Printers
12. Name Plate Manufacturers
13. Display Fabricators
14. Schools and Universities
15. Trade Schools (Union)
16. Audio-Visual Material Field
17. Television Stations
18. Sign Making Field
19. Plate Makers
20. Map Makers
21. Commercial Photographers

PROty





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EASY TO OPERATE:

PROTYPE is uncomplicated—uses a basic technique—gives the true feeling of hand composition and lettering. You follow an easy three-step procedure to make a sharp print from film negatives of type faces, called ProFonts. The PROTYPE method gives a quality of lettering and artistic craftsmanship unequalled by rigid, expensive, lettering devices.

⌀ **SETS TYPE ALMOST IMMEDIATELY.** After a little practice almost anyone can use Protype. Requires no special training or technical knowledge. No moving parts, belts or motors to cause any servicing problems. Fonts change in seconds. Just pick the type face and slide it into place. Each short, easy-to-handle ProFont contains a complete alphabet. Line spacer, feed and take-up rolls, carriage—all newly designed for faster set-up and convenience.

⌀ **CUTS PASTE-UP TIME.** No more cutting and pasting little strips of copy. Now you can set blocks of copy right on the layout without need for a paste-up. By working on a sheet that's 17 inches wide, from a continuous roll recessed beneath the working surface, you can do the entire mechanical on one piece. It's so economical, you can use Protype lettering on the layout itself for a neater presentation; then use the same lettering on the paste-up. In this way you can get double mileage and a tremendous double saving in time and cost. Savings in paste-up costs over other photo-composition methods often amount to as much as 70%.





- ⌀ **WORK UNDER ORDINARY ROOM LIGHT.** PROTYPE films and papers are designed to be used right in the office or layout room. No darkroom is needed. You develop your type in seconds in the new compact all-in-one PROTYPE PROCESSOR or in trays.
- ⌀ **GREATEST VARIETY OF TYPE FACES.** Over 25,000 type styles and sizes available. Greater selection than any other system. Other methods can offer only a few hundred fonts to choose from, at the most.
- ⌀ **PIN-POINT YOUR LAYOUT.** Determine your Line Spacer points on your layout and then expose on the Prototype paper according to this guide. Your entire mechanical will be lettered in the exact position as your layout without paste or scissors. Treat the photographic paper in your Prototype machine like the paper in your typewriter.
- ⌀ **CHANGE LINE OR WORD SPACING RAPIDLY.** New Line Spacer makes it even easier to control line spacing on the layout sheet. You can justify or kern your letters, jumble or offset them, mix different type faces and align at top or bottom for Superior Letters, all in the same line. Type can be set horizontally, vertically, diagonally, staggered or in any direction, with the greatest ease and versatility.
- ⌀ **SHARP, CLEAR TYPE FACES.** Each character beautifully and painstakingly designed. Always in perfect alignment, always in complete contact with the paper or film being exposed.
- ⌀ **THERE IS NO PHOTOCOMPOSITION SYSTEM BETTER** faster or more accurate than the newly engineered PROTYPE. More versatile, too, than larger machines costing many times more. Photocomposition—the setting of type photographically—brings the cost of setting your own display type within the reach of everyone's pocketbook.



REMEMBER THESE POINTS ABOUT **PRO***type*

CUTS PASTE-UP TIME!

Since Prototype is set on a sheet as wide as 17 inches (and any length), you can even set blocks of body copy. You're not bothered by cutting, trimming and pasting annoying strips of copy, as with other systems. And you save on paper and film, too—as much as two-thirds. Often no paste-up at all is required when you use Prototype!

NO MAINTENANCE PROBLEMS!

With Prototype, there are no belts, gears or motors to wear out—no mechanical service problems.

CHANGE FONTS IN SECONDS!

Just pick your font, slide it in, and you're in business! No bother with long strip negatives, and mechanical devices.

YOUR NEVER IN THE DARK.

ProFilms and ProPapers are designed to be used under ordinary room light without fogging. No darkroom required.

MORE TYPE FACES

THAN ANY OTHER SYSTEM IN THE WORLD! 25,000 styles and sizes in all. With Prototype you get thousands of fonts to choose from in sizes from 6 to 90 points.

PRO*type*

PHOTO-DISPLAY TYPE

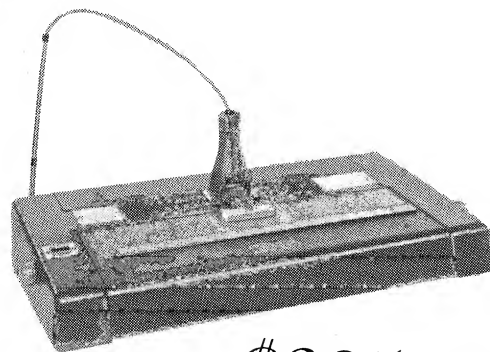
305 EAST 45th STREET

NEW YORK 17, N.Y.

PRICE LIST

ProType 816

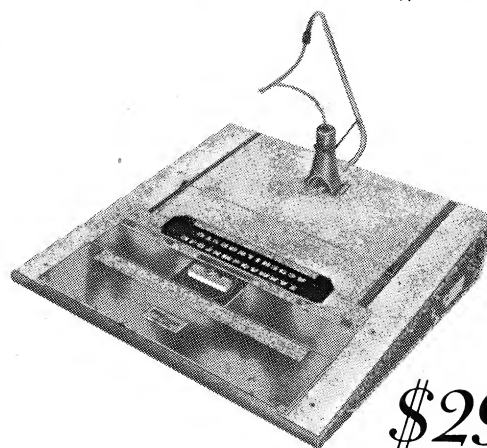
Complete with ten (10) alphabets of your choice, 25' roll of Propaper, developer and fixer with applicators, book of blotters, latest edition of ProType type catalog, and new easy to use self-taught instruction manual.



\$395.00

ProType MPD

Complete with ten (10) alphabets of your choice, 25' roll of Propaper, developer and fixer with applicators, book of blotters, latest edition of ProType type catalog, and new easy to use self-taught instruction manual.



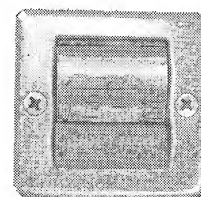
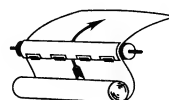
\$295.00

PROPAPER "A" STANDARD	8½" X 100'	\$16.80
PROPAPER "A" STANDARD	17" X 50'	\$16.80
PROPAPER "B" GLOSSY	8½" X 100'	\$16.80
PROPAPER "B" GLOSSY	17" X 50'	\$16.80
PROFILM	8½" X 50'	\$19.95
PROFILM	17" X 25'	\$19.95
DEVELOPER	QT. SIZE	\$1.25
FIXER	QT. SIZE	\$1.25

FONT PRICES

DESCRIPTION	STYLE NO. IDENTIFIED BY	PRICE
CAP FACE, LOWER CASE, FIGURES, PUNCTUATION	G. R. K	16.00
CAP FACE, FIGURES, PUNCTUATION	GCF RCF KCF	12.00
CAP FACE ONLY	GC RC KC	8.00

line after line of copy can be set with either model.... the ProType 816 offers roll feed and illuminated scales for added operator convenience.....



ProType

DIVISION OF ELECTROGRAPHIC CORPORATION

305 EAST FORTY-FIFTH STREET, NEW YORK, N. Y. 10017

MU 4-1889 • AREA CODE 212

PUBLICATION

DATE RECEIVED

LITERATURE SENT

DEALER

THE DEALER FOR YOUR AREA IS:

Davidson Sales and Service

104 Washington St.

~~NW~~ Newark, New Jersey

1 - LABEL